DIGITALK

digital

*D*igital's simp
→ *A Sharpe*

Bob Palmer has announced that Digital will eliminate its traditional matrix management structure which because of its complexity was unsuited to today's business environment.
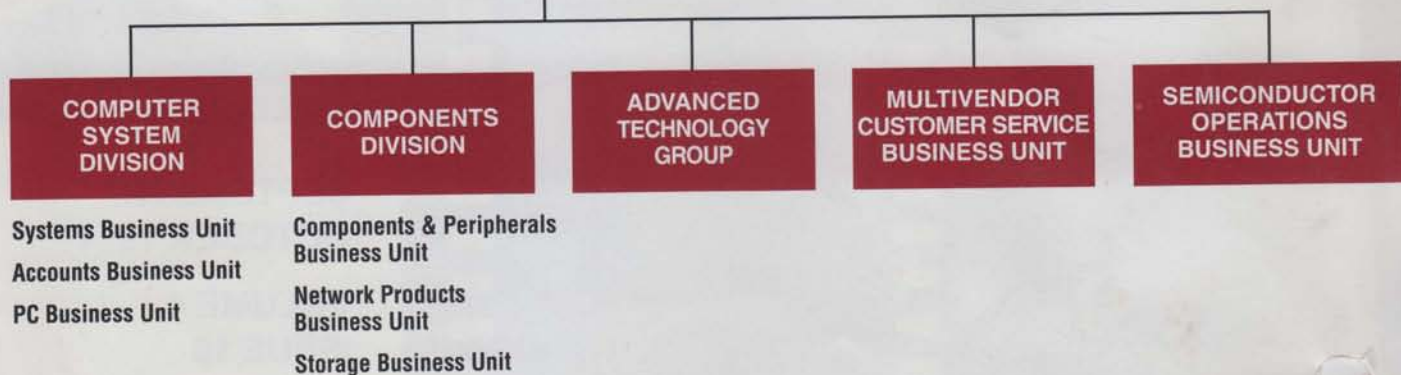
We will be replacing the matrix structure with independent business units as shown in the diagram.

Each business unit manager will now be responsible for the sales, marketing, engineering and manufacture for their products. In addition they will have profit and loss responsibilities for the unit.

There will be two divisions, each of which will con... three business units and another two separate business units, along with an Advanced Technology Group.

PRESIDENT & CEO

COMPUTER SYSTEM DIVISION	COMPONENTS DIVISION	ADVANCED TECHNOLOGY GROUP	MULTIVENDOR CUSTOMER SERVICE BUSINESS UNIT	SEMICONDUCTOR OPERATIONS BUSINESS UNIT

Systems Business Unit

Accounts Business Unit

PC Business Unit

Components & Peripherals Business Unit

Network Products Business Unit

Storage Business Unit

lified structure:
er Focus ←

Computer Systems Division. The CSD is made up of a Systems Business Unit to sell through Business Partners, an Accounts Business Unit to sell to our direct customers, and a PC Business Unit.

Components Division. This division will include a Components and Peripherals Business Unit, a Networking Products Business Unit and a Storage Business Unit.

Advanced Technology Group. Future developments are the main focus of this group to ensure that Digital remains a world leader in the technologies of our core areas of competence.

Multivendor Customer Service Business Unit. This unit will provide a range of maintenance and consulting services across all vendors' products.

Semiconductor Operations Business Unit. To develop our semiconductor chip business including the world leading 64 bit Alpha AXP technology.

Digital Consulting. In the US the important and profitable activities of this group have been incorporated into the Accounts Business Unit and the Multivendor Customer Service Unit. In Australia, it will continue as a separate entity until January 1, 1995 when its operations will be restructured as in the Corporate model. ∾

Ron Bunker Makes Comment

"Some of the initiatives announced by Bob Palmer have already been implemented in this region. We will continue to accelerate this change and the full implementation of the restructure in SPT will be completed by January 1, 1995." ∾

On the move

Anita Paul has been appointed to the position of Manager, Digital Direct, reporting to Brian Mitchell.

In her seven years with Digital Anita has worked mainly in the New Zealand office, in a variety of jobs, including Order Administration, Direct Marketing, Operations and Information Systems. Her last job in Rhodes has been with the IM&T team focused on IT Chargeback and Account Management. In the few weeks Anita has been in her new role her focus has been on pulling together the traditional DECdirect team and CSOdirect team as one group. The significant goal for Q1 is the migration of the non-DCA activity in her group to Business Partners.

As Territory Sales Support Manager, **Viki Forrest** has responsibility for the Sales Support organisation across SPT.

In this role Viki will provide clear leadership to the Sales Support organisation in the Territory as well as liaising with the Systems Business Unit Managers to provide for both current and future business needs.

Viki has been with Digital for 10 years, most recently managing the gainshare and goaling systems programs for the Sales organisation. Her knowledge and extensive experience in consulting, contracting and management will enable her to provide the empathy with sales support, the technical knowledge and the leadership skills required to move our business forward for FY95.

Ralph Stadus has been appointed Director, PC Business.

In this role Ralph will be responsible for all aspects of Digital's PC business in the South Pacific. He will report directly to Frank Fortunato, Vice President PC Business Unit Asia Pacific and Ron Bunker (Host Manager) SPT Territory Manager. Ralph will be a member of the SPTMC.

Ralph brings to the role over 20 years of business management, sales and marketing experience. His 17 years in the IT industry spans NCR, a PC reseller and Digital. Since joining Digital, Ralph has led teams to win a variety of sales awards including four Circle of Excellence awards.

Tamera Jones and **Terry Houseman** have been appointed SPT Customer Value Chain Managers.

These positions have been created to head up the Customer Value Chain business process and to implement infrastructure initiatives such as more useful customer databases, new services for providing customers with electronic access to Digital information, a new, friendly, point and click, mobile quoting system (Liberator) to replace AQS, state of the art demand generation/lead management systems and a simplified pricebook.

Tamera has been with Digital for seven years, most recently managing CSOdirect, Operations, and Joint Marketing in Channels. Terry continues a long and distinguished career as Sales Executive covering both end user and channels.

Greg Lloyd has been appointed Technology Manager, ECR (Effective Consumer Response). Since joining Digital two and a half years ago, Greg has worked in NSW as a Program Manager following 23 years of computer industry experience.

In his new role, Greg's task will be to rapidly expand Digital's business as the major integrated supplier of messaging products and services in SPT. These products and services include mail, electronic commerce and office.

Paul Riley has been appointed Victorian Manager for the Direct Business Unit. The appointment is effective immediately and Paul reports to Colin McKenna in his new role.

Paul will have overall responsibility for all directly covered accounts in Victoria and Tasmania. Prior to this appointment, Paul has had 13 years sales experience with large accounts within Digital and an outstanding consistent record of performance.

Patrick O'Halloran has been appointed Director, Corporate Communications, South Pacific. As a member of the SPTMC, Patrick will establish and drive a series of initiatives to dramatically enhance our internal and external communications. In addition, Patrick will continue to manage a set of shared marketing resources on behalf of the various business units.

Marianne Starkey is Multivendor Customer Service Sales Manager for SPT, reporting to Graeme Shorter. This is a newly created role to build and expand the MCS function, working with other business units to achieve Digital's goals.

Larry Lambert will take on the responsibility for Quality in SPT. In his new role Larry will report to Ron Bunker and be managed on a day to day basis by Mike Kelly.

Larry has been a member of the SPT Quality Team since its inception and brings a wealth of experience to his new role. He has spent 16 years in quality related work, the last five of those being with Digital in the Manufacturing Engineering/Quality Assurance group. Most recently he has been consulting to customers in NSW and SA on quality and accreditation issues.

OCT 96

David Hughes has been appointed IM&T Manager for the South Pacific Territory (SPT).

David joins Digital from Memorex Telex Pty Ltd, where he most recently held the position of Director - Customer Support Services (Asia Pacific Region).

Brian Mitchell has been appointed Director of the Systems Business Unit. He brings a wealth of industry knowledge and experience including three years as the Managing Director of IBM's largest VAR in Australia and more recently the South Pacific Sales and Marketing Director for Digital South Pacific.

Colin McKenna will manage our Accounts Business Unit. Colin is a relative newcomer to Digital, but has clearly established himself with the strong performance of the NSW group in the second half of fiscal year '94. Colin's experience at Unisys, as well as here at Digital, will be essential in establishing Digital with Australia's largest companies. Colin is now a member of the SPTMC. ∾

The people who pay our bills

What goes on in Accounts Payable? *Digitalk* talked to the five people who work there about their jobs.

Their motto: "The goal of AP is to pay vendors on time in a controlled manner in the most efficient and user friendly way."

Simon Tall

Simon has recently been appointed Disbursements Supervisor, responsible for Cash and Accounts Payable. In his five years in Accounts Payable, he has worked his way up from AP clerk to supervisor with overall responsibility for distributing workload and ensuring goals are met. He deals with queries from managers of departments, accounts with major problems and system administration. The aspects of his work he most enjoys are resolving issues and the interaction with Digital people.

Warren Maxwell

As chief AP clerk, Warren has performed a supervisory role for nearly three years. His duties include payment of invoices related to special projects, daily balancing of AP activity and dealing with urgent queries and problem invoices. He gets particular satisfaction from the reconciliation side of his work.

Raji Sivalohan

Raji has been with Digital for six years, one and a half of those in Accounts Payable. Her work involves the payment of contractors and all payments that don't need a purchase order, such as donations and membership fees. She particularly likes working with the others in Accounts Payable and the way her job keeps her so busy that the day flies past.

Bill Bennett

Working on a contract basis with Accounts Payable for the past 10 months, Bill came to Digital from a recession-affected warehousing company and BHP before that. He deals mostly with consultants, chasing people for paperwork and fielding telephone enquiries about payments. He enjoys this constant interaction and, like Raji, his busy work day.

Sue Saba

In her work with overseas payments, rent payments, customer service invoices and low value orders, Sue deals with both internal people and external suppliers. Her one year in Accounts Payable follows similar work with a furniture manufacturer. She finds her work interesting, especially working on spreadsheets. ∾

DIGITAL EXPANDS AUSTRALIAN MANUFACTURING

Digital will increase its Australian production of networking products for export by more than $40 million over the next year.

Already exporting more than $120M in manufactured goods and services, our Lane Cove facility in Sydney has been asked by Corporate to develop and export new networking tools for world markets.

Currently, the Sydney plant builds MUXserver multiplexers and similar products. It will now also build Ethernet transceivers and DELNI Ethernet concentrators for Digital worldwide.

Announcing the new tasks for the local subsidiary, vice president and general manager for Network Product Business, Dr Laurence Walker, said, "Digital's engineering and manufacturing in Australia not only meet international quality standards, but can make products competitively priced for world markets."

Our increased investment in Australian manufacturing is in line with the government's Partnerships for Development (PfD) program.

Digital was the first Australian vendor to complete its obligations under the PfD program, doing so over five years.

"While we finished the program two years ago, we have maintained the same growth in export, local content and research investment required under PfD," said Managing Director Ron Bunker.

As part of our R&D spending, Digital recently committed $50 million in corporate funding over five years to support our research facility near Bond University on the Gold Coast.

More than 40 engineers will be recruited under the funding program to support the development of Optus' operations support systems there. ∿

TECHNOLOGY WATCH *

A small company in New York could soon have the lowest long-distance telephone rates of all - free!

The catch? Radio-like commercials would periodically interrupt your chat.

A caller would punch in a special access code to connect with Xadax Inc's computers, which would then place the call using long-distance lines leased from another carriers.

When the phones connect, the computer asks the parties to punch in information such as age and sex to determine which commercials to play during the course of the call. In return for footing a share of the phone bill, Xadax would give advertisers access to a wealth of demographic information, length and time of call, what geographic areas are called most, number of ads played per call, and so on.

The setup has worked in limited trials and Xadax Inc. are now trying to raise enough interest to try out the system nationwide in the US later this year.

What would Alexander Graham Bell have to say about this??!! ∿

* From VNS Edition 2945.

EEDRA ZEY WINS COMMUNITY SERVICE AWARD

Eedra displaying her award plaque to Graeme Shorter, MCS Director and Graham Stevens, the company's Tax Manager and Vocational Services Director of the Rotary Club of Epping.

On 23 May over 200 people gathered to recognise the 17 individuals and organisations who received 1994 Northern Districts Community Awards. The awards, jointly sponsored by the Rotary Club of Epping, the Northern District Times newspaper and the Epping RSL and Community Club, recognised outstanding contributions in the areas of community service, youth and in the workplace.

One of the awardees was Digital's own Eedra Zey who was nominated for her initiatives with Wastebusters.

Eedra's citation read in part:

"Eedra approached company management to introduce a waste minimisation plan for the company aimed at reducing costs and promoting a sustainable environment. With management approval she formed a cross functional team and set about developing an environmental plan for the company.

To date the group has conducted an audit of waste streams generated by the company at its major facilities and introduced a number of initiatives. These include the elimination of disposable cups, improved paper and cardboard recycling, initiatives to reduce paper and printing costs and reduced use of toxic chemicals. A proposed on-site composting facility will be the first of its type for business in NSW.

Eedra has demonstrated by her actions that employees can make a significant contribution to their companies if they feel strongly about an issue and are prepared to take action to bring about change." ∾

GREEN
CORNER

Q. Why is re-use better than recycling? (or What's wrong with recycling?)

A. Recycling requires a large and often complex infrastructure: a collection system, re-manufacturing, and finally a market for the end product. RE-USE is much more simple - it requires no re-manufacturing.

Q. What is an example of re-use?

A. Internal envelopes, turning a file folder inside out, using the back of paper, refilling your coffee cup, and washing a spoon.

Q. Why is composting so important?

A. Composting creates a valuable end product from the largest single "waste stream", which is kitchen and garden waste. By composting and recycling, an average household can reduce their rubbish by 85%.

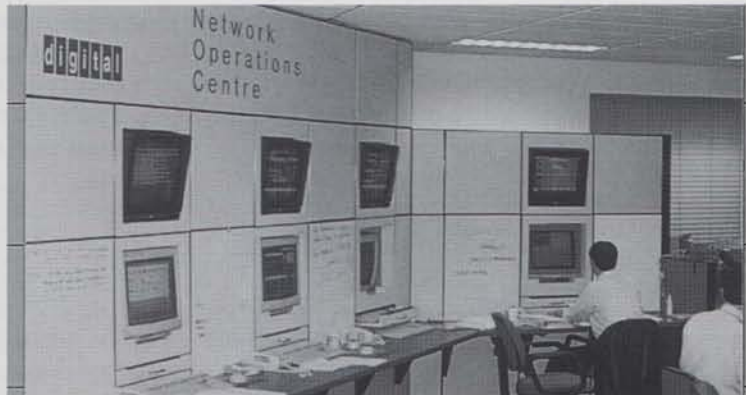**Q.** What is ESD - Ecologically Sustainable Development?

A. Development that meets our current needs, without compromising the ability of future generations to meet their own needs. Digital defines ESD as "Recognising, without jeopardising, economic development and global environmental protection, both now and for future generations."

The question is how do we live today, without leaving a liability for future generations? (We did not inherit our lifestyle from our grandparents, we are BORROWING it from our grandchildren.)

Compiled by Eedra Zey ∾

New location for Network Centre

To meet its need for a larger and more secure location, the Network Centre has moved to the Operations area of the ground floor in Rhodes SNO2 building. ∽

The Network Centre in its new SNO2 home

Showing off

At PC World held at Darling Harbour in Sydney, we won the best design and concept for our "Servers Paradise" booth.

Our 2100 server A500MP made its Australian debut on the tropical theme stand which was manned by

Digital partners Praxa, GEC Alsthom and CO-CAM on each of the show's three days.

According to NT business manager Geoff Lang, "the show yielded more than 200 high quality leads from an audience which, although a little down on last year, comprised genuine sales prospects, not tyrekickers."

"We also signed five new resellers for our Alpha AXP products at the show." ∽

areer milestones

JULY 89
Five Years
Joe Artillaga MFG SNL
Matthew Bennett MFG ADO
Denis Kalogeropoulos MFG SNA
Dennis Lawler SRV SNO
Joseph Ong SRV SNS
Larry Podmore SLS TZO
Bruce Robertson SRV NLO
Maree Roebuck OPS SNO
Sue Stokes MFG SNO
Chris Todd SRV SNM
George Toussis LAW SNO
Lynette Twigg SRV SNA
Mike Vasileff SLS ADO
Chris Zahra SRV ALI

Ten years 84
Chris Kyriacou SRV NLO
Vincent Moran SRV SNA
Bill Poole SRV SNO
Roy Vieth SRV MEO
Noelene Woo SLS SNO

Fifteen years 79
Bruce Ball SRV WEO
Bob Cosdin SRV CCO
Bambos Haralambous SRV MEO
Howard Staples SRV CAO
Rick Wilkins SRV SNO

AUGUST 89
Five years
Christopher Brice SLS WEO
Stephen Firth IS SNO
Chris Gadsby IS SNO
Bruce Harrison SRV CCO
John Jefferys SLS WPO
Matthew Knipfer IS SNO
Eddie Kwok IS SNO
Larry Lambert MFG SNA
John Lee SLS SNO
Brian Oswald SLS NZO
Malcolm Robbins SLS WEO
Peter Slade SRV SNO
Ian Vickery SRV NZO
John Vrtaric FIN SNO
Perlita Kingsford FIN SNO
Alicia Zaia OPS NZO

Ten years 84
Tim Hede SLS MEO
Paul La Franchie SLS NZO
Steven Williamson SLS SNO
Jeff Wood SLS NZO

Twenty years 74
Chris Green SRV BBO
Jos Reelick SRV NZO
Bob Scarborough SRV ADO

SEPTEMBER 89
Five Years
Roger Adamson SLS ADO
Tazmeen Ali SRV SNO
Terry Bowman FIN SNO
Lucie Bridge SLS SNO
Walter Burroughs MFG SNO
Ricky Cheung MFG SNA
John Court NAC OZY
John Cummings SRV MEO
Alastair Graham MFG SNA
Peter Grivas SRV MEO
Gary Hillman SLS SNM
Steve Jenkinson SLS MEO
86 Florence Kwan IS SNO ?
Hugh Milligan IS SNO
Eng Teoh SRV MEO
Les Yemm SRV MEO

Ten Years 84
Wolfgang Brunner SRV SNO
Vince Cecere SLS SNO
Peter Grehan SRV SOP
Frank Long MFG SNO
Allan Mason IS SNO
Peter Shum SRV SNO

Fifteen Years 79
Graeme Ellis SRV TVO
Twenty Years
Erwin Matthews SRV GET 74
Jim Wade SLS SNO

OCTOBER 89
Five Years
Nick Bessey RM NZO
Anthony Boyle SRV MEO
Paul Burrows SLS WPO
Ivor Burt SLS MEO
Robyn Croft SRV NZO
Karen Eddy MFG SNL
Jim Forge SRV CAO
Wayne Harridge SRV MEO
Mike Ireland SRV MEO
Andrew Koziel MFG SNA
Lisa Maloney SLS SNO
Russell Mooney SRV SNL
Luke Pitt MFG SNA
Ranjith Premachandra MFG SNO
Karl Rodrigues NAC OZY
Ewan Smith SRV MEO
Phil Sunderland SRV SNO
Neil Tolliday SRV WPO
Leonard Wanaguru MFG SNL
Lynette Whitson SRV SNO
Ken Wunsch MFG SNL
Walter Zambotti SRV WPO

Ten Years 86
David Byers SRV WPO
Bob Clark SRV NZO
Yew-Ping Han SRV SNA
John Lamb FIN SNO
David Mitchell SRV NLO
Peter Rice SLS WPO
Robert Thomas SRV ASP

Fifteen Years 79
Werner Hahling SRV TVO
Don Rann SRV CAO

WORLD UPDATE

Israel... Digital has opened a new chip design centre at a new technology park in Jerusalem, Israel. The new VLSI Design Centre joins Digital's other design centres for Alpha AXP micro-processors and PCI-based peripheral chips in Palo Alto, California, Austin, Texas, and Hudson, Massachusetts. Digital first established a design function in Israel in 1985 to work on proprietary circuit design and layout. The new Jerusalem VLSI Design Centre now houses a team of 80 hardware and software engineers responsible for designing a family of PCI-based communications peripheral chips. Mexico... We will be shutting down two computer assembly plants - in Chihuahua, Mexico and Albuquerque, New Mexico - and a computer cabinets plant in Westfield.

*W*inning streak

Account:
St George Partnership Banking

Order By: Cassandra Ellis, Account Manager Cyrus Pestonji, Services Sales Specialist

Assisted By: Chris Todd, Gerry D'Silva, Ron De Marco, Jega Rajan, Craig Miller, Stacey Booth and Martin Ryan.

Location: Sydney

Value: $375K (over two years)

Notes: A Total Services Management contract to service the division's entire desktop hardware environment, managing three third party vendors through a Service Manager. This is the first Digital win within any division of St George Bank.

Account:
TAFE NSW

Order By: Paul Burrows

Assisted By: Jan Hedge, John Broughton, Andrew Rallings, Vijay Chetty, Louella Simpson, Manuel Yrure, David Knox, Maria Lentakis and Barbara Lillyman.

Location: Sydney

Value: $750K

Notes: Upgrade of VAX 9000 systems to VAX 7620s and a Dual processor SABLE.

Account:
JN Almgren Pty Ltd

Order By: Jim Wade

Assisted By: Alan Stoops, Michael Rosic

Location: Sydney

Value: $125K

Note t/Server solution using one of the Manufacturing and Distribution ap ages.

Account:
SA Health Commission

Order By: Roger Adamson

Assisted By: Sameer Pandya, Bill Le Blanc, Grahame Richards, Brian Jarman, McDonnell Information Systems.

Location: Adelaide

Value: $850K

Notes: TRENDSTAR, an application that will be deployed through the SA Health system, is being implemented on ALPHA AXP platforms with seven systems going live.

Account:
ANZ Banking Group

Order By: Paul Shoolman, Jega Rajan, Darren McGiffen, Carl Ekert (BCFI - Stockholm)

Value: $1025K

Notes: Digital Quick Cash Dispenser

Account:
Telecom New Zealand Limited

Order By: Chip Dawson, NZ Manager Communications Allen Young, Networks Charlie Graham, Engineering Support Gordon Wong, Technical Support MCS Debbie Barnett, DEC Direct Mark Penfold, Logistics

Value: Phase 1 - $250K

Notes: The ALPHA 2000/500 and networking order establishes Digital's connectability and ease of installation across multiple platforms.

Account:
Department of Lands, Housing and Local Government NT

Order By: Andrew Hodges, Chris Coleman, Sameer Pandya and assisted by the presentations during the Software Roadshow

Value: $34K

Notes: Although this is only a small win, it is significant because it is using Linkworks, possibly the first for Australia. Linkworks is being used as a Document Management System to process and track Government Ministerials.

Account:
Coles Supermarkets

Order By: Solomon To, Account Manager Peter Evans, National Account Manager Geoff Whiteley, Channels Business Manager Andrew Waites, Consultant Peter Donaldson, Consultant John Kelso, Consulting Services Principal Brian Pollard, Business Manager

Value: $1.1M

Notes: The order is for an Alpha AXP 7620, Alpha AXP 3000 800S and 100 Digital PCs to support their new SAP based Financial Management System. This is a very strategic sale within the Coles Myer group and is Digital's largest SAP sale to date in Australia.

STOP PRESS... "Digital is undoubtedly the star performer in this year's PC section of our Service and Reliability Survey. Never before included in our published results, Digital came from nowhere to take the lead in our Reader's Choice Five Point Index. This vendor, made famous by its multiuser systems, was ranked first or second in every attribute surveyed." **...STOP PRESS**

DIGITAL REWARDS TOP YOUNG TALENT

atherine Man of Epping has been awarded a notebook PC by the Women in Digital group on behalf of Digital. As the top female graduate in the Bachelor of Technology degree course at Macquarie University, Catherine's achievements were recognised in line with WID's aims to encourage young women in the community in their career pursuits.

From left to right: Head of the School of Mathematics, Physics, Computing and Electronics Alf van der Poorten, Marianne Starkey from WID, the winner of the PC notebook Catherine Man and David Skellern, Professor of Electronics.

Catherine is one of the second batch of graduates in the university's Bachelor of Technology program and has secured herself a job in the banking industry.

Says Catherine, "The notebook has already improved my productivity and I encourage Digital to continue supporting young women."

Digital has a strong association with Macquarie University and we are pleased to be able to further the relationship by encouraging female students in the technology area.